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Communications and Information

MULTIMEDIA MANAGEMENT

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This instruction implements AFD 33-1, *Command, Control, Communications, and Computer (C4) Systems*. It provides policies and procedures for obtaining multimedia products and services. It clarifies information found in AFI 33-117, *Visual Information Management*. This instruction applies to all 22d Air Refueling Wing and associate unit customers of the Multimedia Center.

1. General Information. The McConnell Air Force Base Multimedia Center (BMC) consists of three separate sections – Photography Lab, Graphic Arts, and Video Documentation – providing multimedia support to the 22d Air Refueling Wing and its tenant units. The BMC is the only Department of Defense recognized source for official multimedia support.

1.1. Contact the BMC as soon as multimedia requirements are known. This ensures the best possible quality and fastest turnaround.

1.1.1. The Office of Primary Responsibility (OPR) or Project Officer for distinguished visitors and other high profile events will contact the BMC to coordinate multimedia support. Involve the BMC representative in the event planning process to ensure all multimedia requirements are met.

1.2. Multimedia products created by military or civilian personnel employed by the United States government (civil service or contractor) with government owned/leased equipment are property of the United States Air Force. Do not release multimedia products to the public without the written consent of the McConnell AFB Public Affairs Office.

1.3. Personnel will comply with Department of Defense Directive 5040.5 “Alteration of Official DoD Imagery.” Altering or manipulating official DoD images weakens and casts doubt on the credibility of that imagery and the program or operation that is being shown. Alteration or manipulation of official imagery in or out of the Department of Defense is not tolerated. Unless specifically exempted by DoD Directive 5040.5, an act of alteration or manipulation by military personnel violates Article 92 of the UCMJ and may result in punitive action.

1.4. Copyrighted material will not be reproduced in any way. Copyrighted materials include, but are not limited to, cartoons, illustration, or music. Personnel desiring to use copyrighted material must

receive prior written consent from the copyright owner. Provide a copy of the consent letter to the BMC. Refer copyright questions to the Base Legal Office.

2. Official Requests – Mission Essential and Non-Mission Essential Products.

2.1. In order to accomplish mission essential services and tasks, the BMC controls the creation and distribution of non-mission essential products. The following are definitions and examples of mission essential and non-mission essential products and services:

2.1.1. Mission essential products are those that are vital to wartime effectiveness and readiness. Examples of mission essential products include but are not limited to:

2.1.1.1. Briefing or training products for: aircraft maintenance, ground and flight safety, medical and dental, wartime readiness/awareness, Security Forces/Office of Special Investigations (OSI), Judge Advocate General (JAG), or Area Defense Counsel (ADC).

2.1.1.2. Multimedia documentation for Security Forces/OSI and JAG/ADC, ground and flight safety, education and training, medical and dental, disaster response, research and development, equipment tests and evaluations, official portraits (key personnel, recognition boards, special duty packages), passport/visa portraits, DV/VIP visits, nomination packages, squadron mission briefings, and base newspaper photography.

2.1.1.3. Historical record (IAW AFI 84-101, Historical Products, Services and Requirements). Historical documentation to include: unit missions; unit organization and relationships with other organizations; environment; facilities; community relations; firsts, lasts, and records; unit activation, inactivation, or redesignation ceremonies; base opening or closure; significant policy or mission changes; changes in doctrine, tactics, or strategy; significant exercises, operations, and deployments; significant training; weapons procurement, modification, or retirement; important higher headquarters' assessments; major environmental issues.

2.1.2. Non-mission essential products are those that are “nice to have” but do not have a direct mission impact. Examples of non-mission essential products include:

2.1.2.1. Photography of award presentations officiated by squadron commanders or below.

2.1.2.2. Pamphlets, brochures, and invitations for promotion/retirement ceremonies for squadron commanders or below.

2.1.2.3. Invitations, pamphlets, certificates for NCO/SNCO induction ceremonies and Airman Leadership School graduations.

2.1.2.4. Photography, invitations, pamphlets, or certificates for memorial services.

2.2. Mission essential products take priority over non-mission essential products. Templates and samples of non-mission essential products for self-help are available at the BMC.

2.3. The Base Multimedia Manager (BMM) and the Communications Squadron Plans Flight Commander resolve questions concerning mission essential and non-mission essential products and services.

3. Unofficial Work Requests.

3.1. Use of government resources or personnel for unofficial work requests is prohibited. Unofficial requests include Category “C” Morale, Welfare, and Recreation (MWR) – Revenue Generating Activities, and any type of personalized multimedia product. Prohibited products and services include, but are not limited to: squadron fund raisers, booster club events, memorabilia, souvenirs, “going away” gifts, auctions, section holiday parties, unit scrap books, and similar forms of personalized products. Customers may procure these type of products from commercial sources with appropriate unit MWR or booster club funds.

3.2. MAFB personnel may use self-help still and video cameras to record unit picnics, holiday parties, or hail/farewell functions. The BMC will transfer digital still and video to customer-supplied media. The BMC will print or create graphic layouts of aforementioned events. See paragraph 10. for further guidance.

3.3. The BMC is not authorized to mass produce or duplicate flyers, pamphlets, booklets, brochures, illustrations, charts, diagrams, posters, or other artwork.

3.4. The BMC is not authorized to type or edit large amounts of text or create administrative-type products (dividers, labels, binder covers, etc.).

4. Work Priorities.

4.1. The BMC prioritizes new work requests with corresponding completion deadlines:

4.1.1. **Priority 1 – Urgent.** Work requests designated as Priority 1 are in direct support of emergency war orders, class “A” mishaps, natural disaster, rescue and recovery, emergency conditions, alert photography, contingency operations, operational readiness inspections, and investigation boards. Multimedia products are completed and delivered as soon as technically possible.

4.1.2. **Priority 2 – Warfighting Capabilities.** Work requests designated as Priority 2 are in direct support of flying operations, intelligence, mission readiness, immediate media release to news media, and serious incidents involving injury, fatality or impairment to operational capability. Completion time – 24 to 48 hours.

4.1.3. **Priority 3 – Mission Essential Products.** Refer to paragraph 2.1.1. Completion time – 2 to 4 duty days.

4.1.4. **Priority 4 – Non-Mission Essential Products.** Work requests are accepted per the approval of the section NCOIC or BMM. Completion time – 1 to 2 weeks.

4.2. Priority 1 or alert photographers are not authorized for last minute work requests. Security Forces Squadron Law Enforcement Desk, Civil Engineering Squadron Fire Department, Wing Safety, and Command Post are authorized to call the alert photographer for emergency support.

4.3. MAFB personnel desiring faster turnaround time for non-mission essential products should use self-help equipment and services.

5. Photographic Support.

5.1. The BMC provides trained photographers using professional equipment.

5.1.1. The BMC exposes and prints official photographs. Prints are limited to one per exposure for general photography, three prints for passports, and three prints for studio portraits. The BMC will provide a CD-ROM or 3.5 inch copy of digital photographs.

5.1.2. The BMC will maintain a CD-ROM portrait file of commanders and other key personnel.

5.1.3. The BMC will photograph events at which a group commander, or higher, or the command chief master sergeant is the host or officiating officer.

5.2. Upon request by the Public Affairs Office, the BMC will photograph squadron mission activities and personnel for publication in the McConnell AFB newspaper, Contrails.

5.3. The BMC will not reshoot events originally photographed for the 22 ARW. Customers may use self-help equipment to record these events. (Example: The base-wide promotion ceremony is photographed by the BMC, and a squadron holds an additional promotion ceremony later that day. The squadron ceremony is done with self-help equipment.)

6. Graphic Services.

6.1. The BMC provides graphic artists trained in both freehand and computer-assisted techniques.

6.1.1. The BMC will provide visualization and consultation services to aid the development of graphic arts and visual aids.

6.1.2. The BMC will provide professional design and creation of illustrations, charts, diagrams, posters, and other artwork for managerial, operational, training, educational, and administrative purposes.

6.1.3. The BMC will create large format posters for training, briefings, and group-level, or higher, displays.

6.1.4. The BMC will create black & white or color masters for program covers and invitations.

6.2. The BMC will provide no more than ten prints and the original master design.

6.2.1. MAFB personnel requiring additional copies will utilize the Defense Automated Printing Service (DAPS) or commercial sources.

7. Video Services.

7.1. The BMC will provide DoD produced videos from the Defense Automated Visual Information System/Defense Instructional Technology Information System (DAVIS/DITTIS) to requesting MAFB personnel. Average delivery time is 4-6 weeks.

7.2. The BMC will videotape events that are official and have historical value.

7.2.1. The BMC will videotape historically significant events at which a group commander, or higher, or the Command Chief Master Sergeant is the host or officiating officer. The 22 ARW determines which events are historically significant.

7.2.2. The BMC will not videotape retirements that do not meet the criteria established in AFI 33-117.

7.3. The BMC will create short, 5 to 10-minute, video programs tailored to local requirements.

7.3.1. Video programs are for only mission essential activities.

7.3.2. The BMC will provide a master copy and up to four copies of the edited video program.

7.3.3. The BMC maintains a master copy of each edited program for two years. All raw footage videotapes are erased and reused.

7.4. The Base Multimedia Manager (BMM) will process all video production requests through DAVIS/DITTIS.

7.4.1. The BMC will not create video productions unless authorized through DAVIS/DITTIS.

7.4.2. Prior to shooting, customers will provide a script signed by the final approving authority.

7.4.3. Continuous requestor involvement is required for subject matter expertise and continuity.

7.4.4. Requestors will provide the narrator(s) and all other on/off-screen talent. Follow talent release criteria set in AFI 33-117.

7.4.5. Upon requestor's receipt of the final product, shooting and editing are considered complete and the project finished.

7.4.6. The BMC will send completed productions to the Joint Visual Information Services Distribution Activity and the Defense Visual Information Center for DoD distribution.

8. Video Teleconferencing.

8.1. The BMC is the point of contact for all unclassified, non-medical video teleconferences (VTC) on McConnell AFB. The BMC controls operation of the two VTC systems located in the 22d Air Refueling Wing Headquarters Conference Room and the 22d Communications Squadron Conference Room.

8.1.1. The 22d Communications Squadron conference room is the primary VTC conference room.

8.1.1.1. VTC requestors below group commander must receive special permission to use the 22d Air Refueling Wing Headquarters conference room.

8.1.2. Requestors will notify the BMC as soon as their VTC requirements are known. Submit an AF Form 833, Visual Information Work Order, to reserve the VTC conference room.

8.2. MAFB personnel requesting a VTC originating from McConnell AFB (termed "Host") will provide the BMC with the following information:

8.2.1. Date and time of the VTC.

8.2.2. Conference title (subject) and security classification.

8.2.3. Distant site(s) location, point of contact, and telephone numbers.

8.3. MAFB personnel requesting to participate in a VTC, but who are not the Host, will provide the following information:

8.3.1. Date and time of the VTC.

8.3.2. Conference title (subject) and security classification.

8.3.3. Host location, point of contact, and telephone number.

8.4. The BMC facilitate conferencing by:

- 8.4.1. Scheduling the VTC.
- 8.4.2. Coordinating through the VTC hub appropriate times to open the VTC lines.
- 8.4.3. Controlling the VTC system and troubleshoot in the event of disconnection.
- 8.4.4. Securing the room at the end of the VTC session.

9. Presentation Equipment Issue.

- 9.1. The BMC will provide presentation equipment (video projectors, VCRs, and DVD players) for temporary issue. Issue is limited to a maximum of 24 hours. Presentation equipment will not be taken TDY.
- 9.2. Requestors will submit an AF Form 833 as early as possible in order to reserve the required equipment.

10. Self-help Services.

- 10.1. The BMC will provide self-help equipment and services to MAFB personnel.
 - 10.1.1. Self-help equipment and services are to support those functions that the BMC cannot per DoD policy and AFI 33-117.
 - 10.1.2. Self help equipment will never be used for personal purposes (i.e. vacation photos, unofficial events, etc.).
 - 10.1.3. Self-help equipment issue is limited to a maximum of 24 hours.
 - 10.1.4. Self-help equipment will not be taken TDY.
- 10.2. Self-help multimedia products are for official use only. Limits are set for the following products and services:
 - 10.2.1. Video
 - 10.2.1.1. Requestor will provide material for up to four DVD or VHS duplicates.
 - 10.2.1.2. The BMC will retain camera original videotape.
 - 10.2.1.3. Video editing and titling is not authorized.
 - 10.2.2. Still Photography.
 - 10.2.2.1. Requestors will use the self-help photographic printer.
 - 10.2.2.2. Requestors will receive two 5" x 7" prints for each exposed image.
 - 10.2.2.3. Requestors may use the self-help photo computer.
 - 10.2.2.4. Requestors will provide CD-R for electronic copies.
 - 10.2.3. Graphic Arts.
 - 10.2.3.1. Requestors may use the self-help graphics workstation to create certificates, nameplates, programs, pamphlets, invitations, and PowerPoint briefings.
 - 10.2.3.2. The BMC will limit programs, pamphlets, and invitations production to one original.
 - 10.2.3.2.1. Use Defense Automation Production Service (DAPS) for mass duplication or

production.

10.2.3.2.2. The BMC will provide high-quality bond paper for self-help use.

10.2.3.2.3. The BMC will not provide supplies for posters, nameplates, or CD-ROMS.

10.2.3.2.4. Requestors will provide CD-R for electronic copies.

11. Requesting Multimedia Equipment for Non-Multimedia Units.

11.1. Units requiring multimedia equipment permitted under Allowance Standard 629 will coordinate with the BMC using AF Form 3215, C4 Systems Requirements Document, prior to purchase. (See AFI 33-117 and AFM 67-1, Volume 2, Base Procedures, for guidance)

11.2. Multimedia equipment purchased by base and tenant units will meet technical and interoperability standards set by the BMC.

11.3. Units maintaining digital still and video cameras will provide the manufacturer and model number to the BMC.

11.4. Refer to AFI 33-117 for public release guidance.

12. Submitting Work Orders, AF Form 833.

12.1. Requestors will submit a signed AF Form 833, Visual Information Work Request, to the BMC prior to performance of multimedia services.

12.1.1. Unless specifically authorized in paragraph **12.1.4.**, requestors will certify, by signature, that the multimedia products or services are for official use only.

12.1.2. Work requests will be submitted in person.

12.1.3. Work requests will not be accepted through any other distribution channel.

12.1.4. 22 ARW/CC, 22 MSG/CC, 22 OG/CC, 22 MXG/CC, and 22 MDG/CC may submit e-mail requests using an electronic copy of AF Form 833.

12.2. Requestors will submit work requests no more than 30 and no less than 5 duty days in advance of the event.

12.3. Work requests submitted one day or less prior to the event and which are not emergency response support requested by Security Forces Squadron Law Enforcement Desk, Civil Engineering Squadron Fire Department, Wing Safety, and Command Post are accepted on a case-by-case basis per the approval of the section NCOIC or BMM.

13. Official Multimedia Products and Services.

13.1. United States Air Force multimedia equipment and resources are United States Government property used exclusively for official purposes.

13.2. Unofficial use of multimedia equipment, resources, or services by military personnel violates Article 92 of the UCMJ and may result in punitive or administrative action.

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